



# Print <sup>to</sup> Post



• • • • Your quarterly source for printing and mailing information from the Department of Printing and Consolidated Mail Services

Volume 3, Issue 2

## Mail smart with USPS Intelligent Mail barcodes

Below is a sample of the new United States Postal Service (USPS) Intelligent Mail barcode which will be used to sort and track letters and flats beginning in November 2009, with mandatory implementation in May 2011. The post office will offer automation discounts for every mail piece using the Intelligent Mail barcode system.

The benefits of using the new Intelligent Mail barcode are:

1. Greater overall data capacity than existing barcodes.
2. Provides unique identification to mailing entities.
3. Provides detailed information about mailings.
4. Eliminates the need for multiple barcodes.
5. Allows participation in multiple USPS service programs with a single barcode.

The United States Post Office will require each agency to apply for and obtain a unique mailer identification for business reply mail and to track permit mail. Further information may be obtained on the USPS website at: <https://gateway.usps.com/bcg/login.htm>

Additionally, mail pieces or envelopes may require re-design in order to accommodate

the barcode. Barnotch envelopes are of particular concern and need to be evaluated prior to scheduling a mailing or ordering supplies from the PRT online site. Contact your PRT Customer Service Representative when planning future envelope orders to ensure they will accommodate the new Intelligent Mail barcode.

### Sample of new IMB (Intelligent Mail barcode)



### In this issue

|   |        |
|---|--------|
| Mail smart with USPS.....                     | Page 1 |
| PRT wins graphic design awards .....          | Page 2 |
| New personnel.....                            | Page 2 |
| Success stories .....                         | Page 2 |
| Ready, set, launch.....                       | Page 2 |
| Recycle campus envelopes.....                 | Page 2 |
| Electronic return receipt .....               | Page 2 |
| CMS at your service .....                     | Page 3 |
| Taking an enterprise approach to payroll..... | Page 3 |
| Pop the question.....                         | Page 3 |
| CDs can cut costs.....                        | Page 3 |
| Sponsor's corner .....                        | Page 4 |
| Dates to remember .....                       | Page 4 |



March 25, 2009 Department of Printing (PRT) Customer Forum. Jolaine Swanda, PRT Customer Education Specialist and Diane Wilkinson, CMS Customer Service Manager offered service overviews to customers.

## Department of Printing wins graphic design awards

Graphic Design USA recently presented five American Inhouse Design Awards to the Washington State Department of Printing's (PRT) Graphic Designer, Starlit Bear. Graphic Design USA is a national news magazine for graphic professionals. The awards are presented to the best and brightest in graphic design. The award winning projects include:

- Department of Early Learning - Annual Report
- Department of Ecology - Northwest Straits Annual Report
- Community, Trade and Economic Development - Washington Main Street Program Invitation
- Department of Printing – Sustainability Report
- Department of Early Learning – Guide for Child Care Providers.

The Department of Printing offers a variety of design services and is fortunate to have Starlit available for project consultations. Contact her at 360-570-5549 for further information. The award winning projects can be viewed on the PRT website at [www.prt.wa.gov](http://www.prt.wa.gov) in the newsroom under Awards 2009.

## Success stories *A penny saved ...*

In today's economic climate, state agencies are reevaluating expenditures to save valuable taxpayer dollars. Expenses like equipment maintenance and leasing costs of mail metering machines can be a real drain on the budget. Agencies such as the Washington State Gambling Commission (WSGC), the Department of Labor and Industries (L&I), and Washington State Patrol (WSP) have eliminated mail metering machines in some of their offices by using Consolidated Mail Services (CMS). They find they pay less each month, and receive discount postage. In April, WSGC transitioned two of their offices from metering machines to CMS. The savings could amount to \$350.00 a year for each office. That's a lot of pennies!

## It's good to be back

The Department of Licensing is bringing numerous printing and mail processing projects back into the State of Washington from an outside vendor, realizing a significant cost savings.

A team consisting of Department of Printing, Consolidated Mail Services, and Department of Licensing staff have worked extensively on this project and produced the first of many jobs

to be brought back into the state in April. The print jobs include identification cards, vehicle and vessel certificates of ownership, and renewal notices. A total cost savings of over \$360,000 per year will be realized.



## Ready, set, launch!

The Department of Printing (PRT) will launch a new online store this summer. The storefront offers templates that are easier to use and allows art files to be uploaded directly in pdf format. Converting files to pdf format is a new capability of the site. Files and job specifications can be uploaded utilizing your existing print driver.

The web to print solution will enable print projects to migrate directly into PRT's new job management system with no manual input required, saving valuable staff time and dollars.

Training classes can be made available at your location. More information will be coming soon.

## Recycle your extra campus envelopes

Do you have extra Campus Mail (interoffice) envelopes piling up in your office? Consolidated Mail Services (CMS) aids offices by recycling them free of charge. You can help by returning your extra campus envelopes to CMS at mailstop 41050. Additionally, CMS has a number of mailing supplies available free to their customers. You can view a list and order these items online at [www.ga.wa.gov/mail](http://www.ga.wa.gov/mail).



## Electronic Return Receipt (E-RR) coming soon to CMS!

Consolidated Mail Services will soon offer USPS Return Receipt service electronically. Electronic Return Receipt or E-RR, is a method of obtaining signature delivery confirmation electronically. This service saves the user \$1.20 in postage per mail piece. An informational email will be sent to CMS customers in July.

## Print to Post *personnel*



**Edward "Eddie" Herrera**  
*Office Assistant 2*

Edward started work at Consolidated Mail Services on February 4, 2009 after serving 21 years in the mailroom at the Liquor Control Board. He was born in Cuba and moved to Washington in 1962. He attended schools in the Olympia area and graduated from Olympia High School in 1981. Edward enjoys coaching grade school football and baseball. He volunteers with Tumwater Parks and Recreation youth programs and has donated 950 hours of service since 1997. Edward is a sponsor for Save the Children and participates in church activities.



**Scott Henderson**  
*Print Buyer/Purchasing Assistant*

Scott Henderson recently transitioned from Copy Center Area Coordinator to Print Buyer, replacing Mikki Bolduc. He is also filling in as Purchaser while Terry Tyler is on maternity leave. In his eleven plus years here at the Department of Printing (PRT), Scott has worn many hats. The Department of Printing is fortunate to have someone so versatile and willing to do whatever is needed to make PRT successful. Scott handles orders for promotional products such as mugs, banners, nameplates, pens, as well as a wide variety of other promotional products.



**Patty Philpot**  
*Book Binder 3*

Patty Philpot is the new friendly face in customer service at the Department of Printing, assisting on a temporary basis due to staff shortages. She is enthusiastic and enjoys the new role. "I have learned so much, and am open to learning more," Patty said. Patty has been with the Department of Printing for almost three years, where she has primarily worked in the Fulfillment Department as a Book Binder III.

## Taking an enterprise approach to payroll

The State of Washington began an enterprise approach to payroll in recent years. Agencies enter employee data into a common system allowing warrants and earnings statements to be issued from one central location. Payroll is then distributed by various methods, based on agency preference.

In an effort to streamline payroll distribution, agencies can take advantage of an optional service offered by the Department of Personnel, the Department of Information Services, and Consolidated Mail Services (CMS). The service is in response to requests to reduce agency involvement in distributing payroll in which CMS automatically mails warrants and earnings statements to state employees.

There is a rising trend of agencies utilizing this service. Washington State Department of Fish and Wildlife and the Department of Revenue have both recently discontinued handling payroll checks entirely. After printing, payroll is directly transferred to CMS for inserting and mailing. For agencies on the 4/10 work week pilot program, the process is especially helpful. Employees also

have the option to use Employee Self Service (ESS) to view and print their earnings statements. This option eliminates handling and decreases paper, printing, and mailing costs.

To learn more about how to simplify your payroll distribution, contact CMS Customer Service at 360-664-9507.

### CMS at your service

Did you know that Consolidated Mail Services (CMS) is eager to share its knowledge and experience with you? CMS has information available on the GA Website at [ga.wa.gov/mail](http://ga.wa.gov/mail). Customer Service can be reached five days a week, and can answer questions by email. They will send friendly, courteous Customer Service staff to your location for specialized trainings! CMS will tailor a presentation to suit your interests. Call Consolidated Mail Services Customer Service at 360-664-9507 to set up a training today.

## Pop the question!

*Question from a Consolidated Mail Services (CMS) customer:*

**What's the fastest and cheapest way to get my letter or package to its destination?**

The answer to your price question largely depends on three things: size, weight, and time. All carriers base their rates on these primary factors, whether it is the United States Postal Service (USPS), FedEx or UPS. The biggest factor is time. A rush delivery will cost more. One big cost saver is choosing a ground service over an express service. Nine times out of ten, ground will deliver a package to most places in the state within 24 hours. If you need something delivered on a Saturday, use the USPS. Saturday deliveries are a part of their service, where FedEx or UPS will charge extra. The best way to save is to plan ahead. Delivery speed depends on correct addressing, and choosing a service that best serves your needs.

For more in depth answers or clarification call Consolidated Mail Services Customer Service at 360-664-9507.

*Question from Jeanne Robitaille – Department of Health:*

**What is the correct way for customers to address mail being sent to us?**

Well Jeanne, for the United States Postal Service proper address formatting is:

- First line: Attention/person
- Second line: Company name
- Third line: PO Box or physical street address (not both)
- Bottom line: City State Zip

(Example)

Attn: Pop the Question  
CMS  
PO Box 41050  
Olympia, WA 98504-1050

Shipping vendors will often follow the same format or have their own forms. One thing to remember is that PO Boxes are used by the USPS only. FedEx and UPS cannot deliver to a PO Box.

## CDs can cut costs

Stretch your printing dollars by converting large manuals to compact discs at the Department of Printing (PRT). CDs can be produced at a fraction of the cost of printing and binding large manuals. Depending on the quantity, type, and packaging, the cost may be less than one dollar per disc. In addition, CDs can be distributed at much lower postage costs than paper manuals.

Compact discs are available in a choice of three sizes: three inch round, mini, and business card. The disc holders may be ordered in four different styles: jewel, clam, paper, and plastic sleeve.

To get started, send PRT your master disc along with an A21A printing requisition. If you are unable to create a master, PRT can create one for you. Contact Carl Lofgren at 360-570-5042 for assistance.

## Print to Post

Is a quarterly publication of the Washington State Department of Printing and General Administration's Consolidated Mail Services. The newsletter is designed to inform our customers and other interested parties about the latest services, industry news and technological advances from both organizations as well as printing and mailing in general.

**Volume 3, Issue 2 / Second Quarter 2009**  
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**Distribution Notes:**

Most of the copies of this newsletter were sorted at the CMS facility and sent through campus mail. Copies for recipients not on the campus mail system were mailed Presort Standard through the USPS at a discounted postage rate.

**CMS Mailing Address:**

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**Web site:** [www.ga.wa.gov/mail](http://www.ga.wa.gov/mail)

**Phone:** 360-664-9507

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## Sponsor's Corner *Sound business principles and philosophy*

Government shared service has never been more important than during these times of economic recession. Be assured that your State Printer is doing well and making decisions that clearly reflect our commitment to our customers' needs.

The Department of Printing has operated using sound business principles and because of this approach we are well-positioned to function in these challenging economic times. We do not receive general funding which means we must provide value for the print dollars spent. This philosophy keeps us focused on the customer, cost competitive, and operationally conservative. It forces us to be accountable, strategic, and responsible.

While supporting state agency communication needs, the Department of Printing:

- Implemented a hiring freeze and salary freeze prior to the state mandate
- Renegotiated vendor contracts for improved value
- Used Memorandums of Understanding for improved clarity on customer expectations and cost containment.
- Evaluated our business and is in the process of eliminating some functions that are better done elsewhere:

- Transitioning promotional novelties to Department of Corrections, Correctional Industries
- Directing some of our delivery functions to Consolidated Mail Service (CMS)
- Evaluating and transferring some mailing functions to CMS where it is a better fit and more cost effective

- Implemented a Print Management Information System to improve our production, billing and tracking processes
- Began bringing \$3,000,000 of print work back into Washington State
- Received FSC Certification – adoption of sustainable print and copy practices
- Planned Customer Forums, Advisory Boards, and customer surveys to stay connected to your needs
- Shared information with Agencies about a USPS postage sale this summer with the potential savings 20-30% off your bulk mail postage

We know that the current economic downturn has affected each and every agency. We know that

you are looking at administrative and overhead functions as they typically offer opportunities to save. Agencies must cut fat, not muscle and that means preserving your core competencies.

Let the Department of Printing and Consolidated Mail Service partner with you and help lower costs in our areas of expertise (print, copy, office printing, document warehousing, mailing, delivery, fulfillment).

We are committed to help you during these challenging times.

**Jean-Luc Devis,**

*Director of the Department of Printing*

### Dates to Remember

|              |                                   |
|--------------|-----------------------------------|
| July 1       | 09-11 State of WA biennium begins |
| July 3       | State holiday                     |
| July 4       | Independence Day                  |
| September 7  | Labor Day                         |
| September 11 | Patriot Day                       |
| September 22 | First day of Autumn               |
| September 23 | PRT Customer Forum                |

